₹ 200 ISSN - 2249-555X
Volume : 1 Issue : 9 June 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.

ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar
Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharastra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA
Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Cost of capital: an empirical case study of hindustan unilever limited	Dr. Vinod K. Ramani	Accountancy	1-2
2	Self Revolution	Mohanapriya.P	Arts	3-4
3	Wound healing activity of Cestrum elegans	V. Subhaa, Dr. D. Sukumarb, Dr. V. Elangoc	Chemistry	5-6
4	Anti Bacterial Activity of Apigenin 7-0-(6"caffeoyl) neohesperidoside from chrysanthemum indicum	M.Jerome Rozario, Dr.A.John Merina, Dr.V.Srinivasana	Chemistry	7-10
5	Adsorption Studies of Cu (II) and Cr (VI) from metal solution using crosslinked chitosan-g-acrylonitrile copolymer	Shankar.P, Gomathi T., Vijayalakshmi.K, Sudha P.N	Chemistry	11-13
6	An Insight into Derivative Markets: Indian Perspective	Dr. C.Shobha, Dr. T. Hanumantha raya	Commerce	14-16
7	Vision and Planning	Dr. J. K Sehgal	Commerce	17-18
8	An Analytical Study of Employee's Productivity in Some Selected Nationalized Banks of India	Dr. Jyotindra M. Jani, Manish B. Raval	Commerce	19-20
9	New Products of Tourism in India	Dr. M. K. Maru	Commerce	21-22
10	Inventory Management in Sugar Mills - A Comparative Study	Promila	Commerce	23-25
11	Price -Mix Straregy of Jammu and Kashmir Co-Operatives Supply and Marketing Federation Limited in Jammu District of J&K State	Tarsem Lal	Commerce	26-28
12	Warehouse Management Information System: A New Perspective in Supply Chain Management	Dr. Vipul Chalotra	Commerce	29-30
13	A Study on Consumer Satisfaction of Aavin Milk in Salem City	Dr.A.Vinayagamoorthy, Mrs. M.Sangeetha, C.Sankar	Commerce	31-33
14	Hybrid Attribute Selection Process for Decision Tree Based Classification Algorithms	Mr. A. Jebamalai Robinson, Mrs. S. C. Punitha, Dr. P. Ranjit Jeba Thangaiah	Computer Science	34-36
15	Visualizing the validation of UML diagrams	Lavleen Kambow	Computer Science	37-38
16	Effectiveness of coconut palm insurance scheme in the coastal belts of India-A SWOT analysis	Prof. (Dr.) D. Rajasenan, Bijith George Abraham	Economics	39-41
17	An Analysis of the Efficiency of Selected Public and Private Banks in India during 2005-2011	Dr.Dinesh Kumar, Sanjeev	Economics	42-44
18	Measurement of Emotional Development of the Students	Dr. Nivedita K. Deshmukh	Education	45-46
19	A comparative study of effect of method of lecture and dramatization of Marathi teaching	Dr. Nivedita K. Deshmukh	Education	47-48
20	Peer pressure-problems and solutions	V.Vaithyanathan, Dr.P.Sivakumar	Education	49-50
21	Language Anxiety In Indian L2 Learners: Male or Female Learners - Who Scores High?	S. Gandhimathi, Dr.R.Ganesan	Education	51-52

22	Topological Characteristics of ECG Signal using Lyapunov Exponent and RBF Network	Abinash Dahal, Deepashree Devaraj, Dr. N. Pradhan	Engineering	53-55
23	Development of slicing package of solid model for cone and sphere in rapid prototyping	Dineshkumar M. Patel, Prof. P.D.Solanki	Engineering	56-58
24	Hardware modeling Simulation with COSSAP	Krunali Amrutlal Ratanpara, Devendra Soni, Shrenik Rajesh Golwelkar	Engineering	59-61
25	Coordination Of Pss And Statcom To Enhance The Power System Transient Stability	Lalit K. Patel, Kaushik M. Sangada, Sunil S. Changlani , Ankit M. Patel	Engineering	62-64
26	Cooling Performance Analysis of Heat Sink	Mr. Pritesh S. Patel, Prof. Dattatraya G. Subhedar, Prof. Kamlesh V. Chauhan	Engineering	65-57
27	Thermal Modeling and Analysis of Friction Stir Welding	Rankit Patel, Prof. Bindu Pillai	Engineering	68-70
28	Review on shrinkage defect – A case study	Mr. Ravi N. Kalotra, Mr. Gajanan Patange, Mr. J.K. Gohil	Engineering	71-75
29	Stream Function Formulation of Lid Driven Cavity	Mr. Zankhan C. Sonara, Prof. Dattatraya G. Subhedar, Mr. Kartik Patel	Engineering	76-78
30	Implementation of ABT (Availability Based Tariff) - its Treatment & Proceedings	Dilip m.Bhankhodiya, Dipak t. Vaghela	Engineering	79-82
31	Active Filters for Power Quality Improvement	Dipak t. Vaghela, Dilip m. Bhankhodiya	Engineering	83-87
32	Design and Analysis of Air Bearing using Orifice and Feed Hole Pocket	Nileshkumar T. Raval, Prof. M.Y.Patil	Engineering	88-90
33	Drip irrigation technique enhancing water and fertiliser use efficiency in cauliflower	Dr. S.S. Yadav, Dr. R.S. Meena	Engineering	91-92
34	Experimental and FEA Evaluation of Hybrid Joint Strength of Single Lap joint.	S. S. Kadam, P. A. Dixit	Engineering	93-96
35	CFD Analysis of Mixed Flow Submersible pump Impeller	Mitul G Patel, Subhedar Dattatraya, Bharat J Patel	Engineering	97-100
36	EVA: An Innovative Parameter for Shareholders' Wealth Measurement	Shri. Arvind A. Dhond	Finance	101-103
37	Profitability and consistency analysis of Textile Sector in India	Dr. K. S. Vataliya, Rajesh Jadav	Finance	104-107
38	Harmonious Relationship between Art and Music Critical vision (comparison)	Dr. Marwan Imran	Fine Arts	108-109
39	Land Use Pattern and Crop Combination Region in Satara District : A Geographical Study	Dr. Rathod S. B., Mane-Deshmukh R. S.	Geography	110-111
40	Garlic---Benefits and Uses	Dr. Sneh Harshinder Sharma	Geography	112-114
41	An Assessment of Thermal Comfort Zones in Terms of Tourists: A case study of Karveer Tehsil	Mr. Prashant Tanaji Patil, Miss. Mane madhuri maruti, Miss. Mugade Nisha Ramchandra	Geography	115-117

42	Hematological changes due to the impact of Lead nitrate on economically important estuarine fish Mystus gulio	Dr.S.Palani Kumar	Horticulture	118-119
43	Stress Management level in the employees of Manufacture Industries By considering key parameters with reference to Bhavnagar city	Dr. K. S. Vataliya, Adv. Ajay H. Thakkar	Human Resource	120-122
44	The Case of ABC Group-A Case on Performance Appraisal System	Shivani Sah	Human Resource Management	123-124
45	A Study On Performance Appraisal of Employees in Health Care Industry in a Private Multi-Speciality Organization	Dr. C. Swarnalatha, T.S. Prasanna	Human Resource Management	125-126
46	(Upanyas - Jansi ki Rani Laxmibai (vrundavanlal varma)	Dr. Sneh Harshinder Sharma	Literature	127-128
47	“Educational Technology for Professional Development of English Teachers: A Case Study of the College Teachers of English in Jammu Province”	Dr. Wajahat Hussain	Literature	129-130
48	The Reality of Sultana’s Dream: A step towards success Rokeya Sakhawat Hossein	Riju Sharma, Ruchee Aggarwal	Literature	131-132
49	Road blocks of Match Industry in Andhra Pradesh: Certain Issues and Concerns	Anuradha Averineni	Management	133-134
50	Government’s Assistance Towards the Development of Small Scale Industries in India with Special Reference to Krishnagiri District	B. Mohandhas, Dr. G. Prabakaran	Management	135-140
51	Effects of Role Stress on Employee Job Satisfaction and Turnover	Dr. T.G.Vijaya, R.Hemamalini	Management	141-144
52	“MNP – A major concern of Telecom Operators in Gujarat”	Mohsinali Momin, Dr. Deepak H. Tekwani	Management	145-147
53	A Study on Fiscal Support Provided by Vijaya Bank to Msme in Coimbatore City	Mrs. G. Murali Manokari, Mr. G. Lenin Kumar, Mrs. G. Sathiya	Management	148-150
54	Competencies for HR Professionals	GAYATHRI. M	Management	151-153
55	Cost and Strategic Management - Application, Framework and Strategies for the Growth of Sme Sector	Manisha gaur	Management	154-156
56	Development of Management Education System in India	Mr. Goudappa Malipatil	Management	157-158
57	Study on Volatility and Return of Major Indices of Indian Stock Market with Reference to Sensex And Nifty	Mr. Mukesh C .Ajmera	Management	159-160
58	A Need for an Epitome Shift in Management Education A study on Conceptual Teaching practices	Mrs. Vanishree K. Jamashetti, Mr. Sanjeev Rathod	Management	161-162
59	Personal Social Responsibility – A novel thought	Parul Jain, Dr. N.C Pahariya	Management	163-164
60	Green Marketing – A Consumer’s Perspective in the Indian Scenario	Nidhi Srivastava, Preeti Pillai	Management	165-166
61	Challenges and Opportunities of Mobile Banking - An Indian Scenario	Sandhya.Ch.V.L	Management	167-169
62	A pragmatic study of civilizing amortment among The diverse countries	Mr. Vimal P. Jagad, Mr Mukesh .C Ajmera	Management	170-171
63	Celebrity Endorsement in India An Effective Tool of Sales Promotion	Piyush Shah, Dr. N C Pahariya	Management	172-176

64	A Study of Prominent Character Strengths and Their Relationship with Well Being Among Business Management Students	GarimaKamboj, DikshaKakkar	Management	177-180
65	Coffee Consumption in India: An Exploratory Study	Shri. Arvind A. Dhond	Marketing	181-183
66	Applicability of Retail Service Quality Scale (RSQS) in India	M. Ramakrishnan, Dr. Sudharani Ravindran	Marketing	184-186
67	Account Holders perceptions towards Self Service Technologies: a study of selected Private Sector Banks	Dr A Kumar, Prof Ankur Gangal	Marketing	187-189
68	Impact of Sales Promotion on Sales figures of Select International FMCG Brands	Dr.Sharif Memon	Marketing	190-193
69	Factors Affecting Green Product Design: Marketing Professional's Perspective	D. S. Rohini Samarasinghe	Marketing	194-196
70	The Impact of 'Ambience' and Variety on Consumer Delight: A Study on Consumer Behaviour in Ahmedabad	Dr A Kumar, Prof Vineeta Gangal	Marketing	197-200
71	Co-Relation of Social Justice with Human Rights: A Review	Dr. Monica Narang	Marketing	201-202
72	Study of Iron Status and Free Radical Activity in Plasmodium Falciparum and Plasmodium Vivax Malaria Infection	Sangita M. Patil, Ramchandra K. Padalkar	Medical Sciences	203-205
73	GOAL SETTING TENDENCIES, COMMUNICATION SKILLS AND WORK MOTIVATION VIS-À-VIS AGE DIFFERENCE – A STUDY ON PUBLIC SECTOR ORGANIZATION	Dr. Swaha Bhattacharya, Dr. Monimala Mukherjee	Psychology	206-208
74	Role of NGOs in Social Mobilization in the context of SGSY	Dr.Veershetty C. Tadalapur	Sociology	209-211
75	Age at menarche and its secular trend in rural and urban girls of bathinda district	Jyoti Sharma, Dr. Ajita	Sports Science	212-213
76	Effect Of Resin Finishing On Stiffness And Drape Of Khadi Fabric	Dr. Suman pant, Ms. Noopur Sonee	Textiles	214-216

Volume : 1 | Issue : 9 | June 2012 ISSN - 2249-555X

Research Paper Economics

Effectiveness of coconut palm insurance scheme in the coastal belts of India-A SWOT analysis

* Prof. (Dr.) D. Rajasenan ** Bijith George Abraham

* Director, Centre for the Study of Social Exclusion and Inclusive Policy, Cochin University of Science and Technology, Kochi

** Research Assistant, Centre for the Study of Social Exclusion and Inclusive Policy, Cochin University of Science and Technology, Kochi

ABSTRACT

The article focuses the perception of the stakeholders about the Coconut Palm Insurance Scheme in India. SWOT framework has been employed to work out the efficacy of the scheme implemented by the Coconut development Board with the aid of Agriculture Insurance Company of India in the second half of the eleventh five year plan as a pilot scheme. 528 samples were taken for understanding the stakeholders view about coconut palm insurance scheme implemented in five states- Kerala, Karnataka, Tamil Nadu, Goa and Maharashtra which are grouped into three regions. Regional divisions as envisaged in the sample help to understand the regional effectiveness inter alia the country-wise effectiveness of the scheme.

Keywords : Coconut Palm Insurance, stakeholders, SWOT analysis

Effectiveness of coconut palm insurance scheme in the coastal belts of India– A SWOT analysis

Agriculture continues to be a significant aspect of the economy and the economic life of India as the case was in the past. Insurance is the most practical means to brazen out risks and hazards in the agricultural sector and to protect the cultivators. Crop insurance is based on the principle of large numbers and therefore the risk is distributed across space and time. The institutional alternatives were superior to crop insurance as a means of reducing income variability for a large number of rural households (Walker et al., 1986). Coconut cultivation has been subjected to risks from climatic changes, natural disasters, pests, diseases etc. And at times, entire coconut cultivation of a region gets wiped out due to natural calamity or onset of pest attack. The insurance scheme for insuring coconut cultivation is implemented on pilot basis initially and will be applicable to all healthy nuts bearing coconut palms grown as mono or intercropped on all varieties of coconut, including Tall, Dwarf and Hybrids. Insured sum will vary from Rs 600 per palm (for 4th -15th year age group with a premium of Rs.4.69 per palm) to Rs. 1150 per palm (for 16th - 60th year age group; premium Rs.6.35 per palm). If insurance was available, a premium subsidy would tend to induce greater risk taking (Kouadio, 1983). Out of the total premium per palm, 50 percent will be paid by Coconut Development Board (CDB) and 25 percent by State Government concerned and balance 25 percent will be paid by farmer/grower. In case, the State Government does not agree to bear 25 percent share of premium, farmers/growers will be required to pay 50 percent of premium. This pilot insurance scheme was implemented in selected districts of Andhra Pradesh, Goa, Karnataka, Kerala, Maharashtra, Orissa and Tamil Nadu.

Materials and Methods

A sample size of 528 was taken for understanding the perception about coconut palm insurance scheme implemented by the Coconut Development Board from the five states viz. Kerala, Karnataka, Tamil Nadu, Goa and Maharashtra. The five states were categorized into three regions, Kerala (378), Maharashtra-Goa (75) and Karnataka-Tamil Nadu (75). Multistage proportionate random sampling technique was employed for sampling.

The study focuses on the perception of the stakeholders about the Coconut Palm Insurance (CPI) in relation to the institutional link associated with this scheme. As this is multidimensional in nature, a SWOT framework has been employed to work out the efficacy of the CPI scheme implemented by the Coconut development Board with the aid of Agriculture Insurance Company (AIC) of India in the second half of the eleventh five year plan as a pilot scheme. Regional divisions as envisaged in the sample would help to understand the regional effectiveness inter alia the combined accomplishment of the coconut crop insurance scheme for developing effective policy framework for the full-fledged coconut palm insurance scheme in the twelfth five year plan.

Results and discussions

Coverage of insurance

Overall as well as inter-regional analysis of data shows that all the palms of the majority of respondents are covered under insurance (Table 1). However, Kerala has the least percentage of respondents who have insured all the bearing palms (70.4 percent) mainly due to the availability of alternate scheme. In general, those who did not opt for the insurance scheme have unhealthy palms, senile palms and palms below four years as major reasons.

Table 1 Coverage of CPIS and reasons for not covering

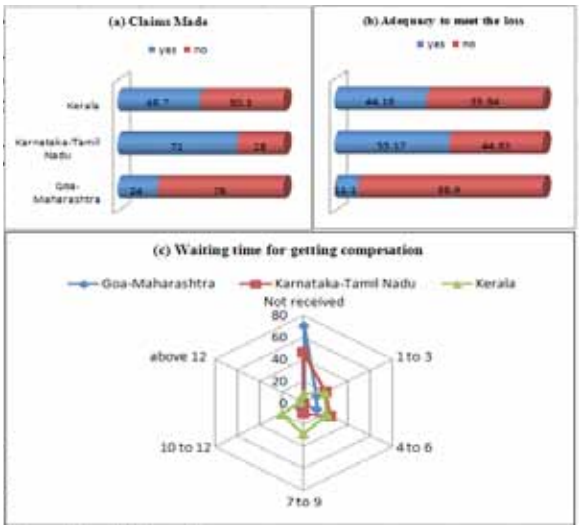
Region	Coverage			Reason for not covering (in percent)			
	yes	no	Total	Below 4 years	Unhealthy	Senile	Other
Goa-Maharashtra	89.3	10.7	100	10	10	10	50
Karnataka-Tamil Nadu	97.3	2.7	100	100	0	0	0
Kerala	70.4	29.6	100	1	25	30	53

Source: Survey data (2011-12)

Claims, settlement time and adequacy of compensation

Goa-Maharashtra region shows the lowest claim rate of 24 percent. 72 percent of the respondents have made claims in Karnataka-Tamil Nadu region and 49.7 percent in Kerala region (Figure 1(a)).

Figure 1 Claim, settlement time and adequacy of compensation



Source: Worked out from survey data (2011-12)

Time taken to settle the claim is one of the important factors determining the success of the scheme. More time for settlement or non-settlement of claims will adversely affect the implementation of the scheme as growers may show disinterest to continue because their claims were not settled on time or not settled at all. Out of those claimed, 70.6 percent and 46.3 percent respectively of Goa-Maharashtra and Karnataka-Tamil Nadu regions have not received any compensation. Majority (72 percent) of the respondents in Kerala region had to wait for more than 4 months whereas more than 20 percent of the respondents had to wait for 10 months or above to get the claim settled. Only 8.6 percent have not got their claims settled in Kerala region, which is the lowest compared to other two regions. The inferences are further reiterated using Figure 1(c). Even though time taken for settlement is longer in Kerala, the probability of settlement is higher. Longer waiting time/non-settlement of claims affects replanting of the palms adversely.

Majority in Goa-Maharashtra are of the opinion that the compensation amount is inadequate to meet the loss incurred as it does not take into account the loss of income to the farmer due to the loss of palm as well as the cost of replanting the same. This was mainly due to the fact that the yield per palm in Goa-Maharashtra region is much higher compared to other regions, possibly due to better irrigation facilities and fertility of land. Hence, the respondents of this region feel that the compensation amount is inadequate to meet the loss. In Kerala, 44.16 percent feel that the compensation amount is adequate enough to meet the loss incurred (Figure 1(b)), may be due to the receipt of compensation from other schemes.

SWOT Analysis of Coconut Palm Insurance Scheme

The variables identified as strengths, weaknesses, opportunities and threats are given in Table 2 Areas of SWOT based on the perception of the growers as well as of the officials and field report submitted by the enumerators are used as the basic input for this analysis.

Table 2 about here

Premium subsidy, coverage against natural calamities/diseases and availability in all areas are the major strengths identified. It is commendable on the part of the authorities to share 75 percent of the premium burden. In Goa, premium burden is further shared by the co-operative and hence premium subsidy factor is higher in Goa. Through CPIS, the growers are encouraged to replant the lost palm so as to enable them to minimize the financial loss incurred which also is one of its major strengths. The CPI is the only scheme available exclusively for insuring coconut palms, which again could be termed as strength. Discarding premium sharing (different in Goa), the terms and conditions are uniform across regions.

Franchise clause and payment of 80 percent of premium may be termed as one of the weaknesses of CPIS across various regions and the same may act as a threatening factor to the very existence of the scheme. Another issue is with regard to the existence of meaningless clauses. The scheme does not cover loss/damage occurred due to nuclear reaction, aircrafts and other falling objects as well as damages due to any bird/animal, occurrence of which are not under the control of the grower. Delay in settlement is a weakness, especially with regard to Kerala as time taken for settlement of claims is higher in Kerala region. This will also act as a threat to the scheme as it reduces the willingness on the part of the grower to take insurance. Non-settlement of claims is a weakness as well as thereat for CPIS in Goa-Maharashtra and Karnataka-Tamil Nadu, is not an issue in Kerala as the cases of non-settlement is comparatively lesser in Kerala. Limited coverage is also one of the major weaknesses of the scheme in all the three regions. Another issue is with regard to the calculation of compensation amount which is not in line with the yield per palm. Loss of a palm brings in income loss to the grower and the same is not addressed in CPIS while paying the compensation which also acts as a weakness especially in Goa-Maharashtra region and more prominently in Maharashtra where the yield per palm is high due to better irrigation and fertility of land. Farmers need to report loss to the concerned officials within seven days of damage which is difficult and impossible especially in regions such as Goa-Maharashtra and Karnataka-Tamil Nadu where transportation time is more and facilities are limited.

Another weakness of the scheme is with regard to waiting period. If the loss/death of palm is within 30 days of taking insurance, the grower is not eligible for any claim. Claim will be entertained for loss incurred after 30 days of taking insurance which is a weakness as well as a threat. Availability of alternate scheme with attractive terms is a major threat for CPIS in Kerala. Kerala provides insurance scheme for agricultural crops which cover coconut palms as well. Growers will always prefer to schemes with better terms, claim settlement time, compensation, etc. In other regions, this is not a threat as CPIS is the only scheme available which insures coconut palm. The involvement of AIC is very less in most of the regions. There should be proper co-ordination between the AIC, CDB and agriculture/horticulture officials so as to ensure proper functioning of the scheme.

There are opportunities which can be explored by fine tuning some of the indicators in the scheme. One such opportunity can be brought in if subsidy is provided for the replanted palm. This will help to withstand the weakness and assist the farmer in a better way to go for replanting. Popularizing the scheme by conducting awareness programmes through print/visual media may be another option. Some growers did not know the procedures to apply for claims, franchise clause, time limit, etc., even though these things are written clearly in the terms and conditions. Non-settlement of claims may be mainly because of lack of information to the growers regarding these clauses. Hence growers should be made aware of the terms and conditions as well as the claim procedures involved in so that rejection rate can be minimized. Provision should be made for subsidy for new palms as well as to increase the compensation amount based on yield which, in turn, will ensure better replanting rate. The same is threatening the very existence of CPIS and hence an upward revision of compensation amount based on yield is necessary. Another opportunity can be explored if the growers are provided with an option to pay premium for 3 or 5 years in lump sum. Premium rebate may also be given for those opting the above two modes of premium payment. This would ensure the dual objective of long term insurance as well as reducing the workload of officials concerned with regard to the collection of premium. Avoiding franchise limit, coverage of all palms, speedy

settlement and provision of 100 percent compensation are other major opportunities which could be explored with a view to making this scheme better and fruitful to the growers. Increasing the claim reporting time as well as reducing the waiting period of claim will undoubtedly open up new avenues to ensure better participation under the scheme.

As the marginal or small growers are badly impacted by loss of palm than the large growers, assistance in the form of premium subsidy is commendable. However, 100 percent premium subsidy, especially to small/marginal growers will ensure more involvement in the form of taking insurance as well as in coconut growing. It was inferred in the sample survey that in Kerala region, majority are marginal and small growers/farmers. Coconut is a crop which is not that much affected by price fluctuations (especially downwards) compared to other agricultural crops and the basic issue is reduction in yield or loss of palm. Insurance covers this loss and in the event of provision of 100 percent subsidy, more small growers will come forward for coconut growing as one of the major risks involved in growing coconut palm is averted to a certain extent. The scheme should be extended to insure the life of climbers as well at the same premium. Extending the scheme of insurance to the coconut climbers of the palm insured without any additional premium would entail a favourable situation for coconut cultivation with an increasing willingness for taking up palm insurance scheme.

Conclusion

CPIS was started with the objective of equipping and assisting coconut growers to minimize the loss in the event of natural calamities and diseases. Survey results point out that, in general, growers across the regions reckon that the scheme is necessary for a crop like coconut and to a certain extent; the scheme seems to have achieved its goal. In all the regions, agriculture/horticulture offices have a crucial role to play in the success of the scheme and the growers opined that it was these offices that disseminated information about the scheme and functioned as a connecting link between CPIS and the farmers. Prompt and fast settlement of claims will help the scheme to go a long way. Both late settlement and no-settlement of claims by the authorities scuttle the success as well as the very objective of the scheme. Adequacy of compensation is very low in Goa-Maharashtra region mainly due to the high yield per palm, especially in Maharashtra.

Table 2 SWOT Variables

Strength Minimize risk of natural loss Encourages palm replanting Covers diseases 75% subsidy* Only scheme available for coconut palms** Scheme is available uniformly in all coconut growing areas Affordable premium	Opportunities Subsidy for new palms popularize the scheme Increase compensation amount Introduce 3 year or 5 year mode of premium payment. Premium rebate for those who choose to pay lump sum premium. Avoid franchise limit Give 100 % compensation Fast settlement. Cover all palms. Club the state scheme with CPIs ** Increase the reporting time. Reduce the waiting period 100 percent subsidy for small/marginal growers Insurance for climbers should also be provided either at free of cost or at the same premium.
Weakness Insufficient amount 100 % compensation not given Unhealthy and senile palms are excluded Delay in settlement Non-settlement of claims Franchise limit Lack of Communication Doesn't cover all palms Meaningless clauses Fixed sum insured irrespective of yield Less involvement of AIC	Threats Franchise limit Delay in Settlement Non-settlement of claims 100% compensation is not given Do not cover all palms Reporting time is less High waiting period Alternate schemes available**

* Burden further reduced in Goa

** only in Kerala

Source: ICEPA (2012)

REFERENCES

1. ICEPA (2012), "Evaluation of Coconut Palm Insurance Scheme", Report submitted to CDB, International Centre for Economic Policy and Analysis (ICEPA), Cochin University of Science and Technology, Kerala. | 2. Kouadio, Y. (1983), "Impact of federal crop insurance on output mix and welfare", Dissertation Abstracts International, 43 (7): 2405. | 3. Walker, T.S., Singh, R.P. and Asokan, M. (1986), "Risk benefits, crop insurance and dry land agriculture", Economics and Political Weekly, 21 (25-26): A 81- A88.

Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects

Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in

Printed at Unique Offset, Novatsing Rupam Estate, Opp. Abhay Estate, Tavdipura, Shahibaug, Ahmedabad